

**UEMC**Universidad Europea
Miguel de Cervantes

*RUN AND MANAGE A COMPANY.
DEVELOP COMMERCIAL AND CORPORATE
COMMUNICATION STRATEGIES.
DOUBLE THE PREPARATION,
GREATER THE SUCCESS.*

DOUBLE DEGREE IN BUSINESS ADMINISTRATION WITH MANAGEMENT AND ADVERTISING AND PUBLIC RELATIONS

FACULTY OF SOCIAL SCIENCES**5 years****SPECIFIC
ACADEMIC
PLAN (PAE)****IN-CLASS/ONLINE**

- ✓ PRACTICAL TRAINING WITH A COMPANY FOCUS
- ✓ TV SET AND RADIO STUDIO
- ✓ TEACHERS IN TOUCH WITH THE PROFESSION
- ✓ WORK EXPERIENCE

CAREER OPPORTUNITIES

Graduates in both degrees are highly valued for their professional preparation, capacity and versatility.

BUSINESS ADMINISTRATION AND MANAGEMENT (ADE)

- Creation and management of companies and businesses.
- Consulting, advisory, auditing, agency.
- Project management, logistics, marketing, human resources...
- Banking and financial institutions.

ADVERTISING AND PUBLIC RELATIONS

- Creative manager, accounts executive, audience researcher, planner ...
- Marketing management, advertising, communication, public relations, social networking...
- Organisation and management of activities and events.

VALLADOLID (SPAIN)
(+34) 983 00 1000

www.international.uemc.es



WE FOSTER YOUR
TALENT AND YOUR
PROFESSIONAL CAREER



PROFESSIONAL
FOCUS AND JOB
OPPORTUNITIES



UEMC
ENTREPRENEURS
CLUB



INTERNATIONAL
MOBILITY

DOUBLE DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT WITH ADVERTISING AND PUBLIC RELATIONS

FACULTY OF SOCIAL SCIENCES

STUDY PROGRAMME

FIRST YEAR			
SEMESTER 1	ECTS	SEMESTER 2	ECTS
Business Economics	6	Economic History	6
Microeconomics	6	Macroeconomics	6
Introduction to Accounting	6	Financial Accounting	6
Mathematics	6	Financial Mathematics	6
Information Technologies	6	English I	6
Effective Communication Techniques	6	Introduction to Law	6
SECOND YEAR			
SEMESTER 1	ECTS	SEMESTER 2	ECTS
Economic Structure	6	Human Resources	6
Business Organisation	6	Analysis of Financial Statements	6
Management Accounting	6	Inferential Statistics	6
Descriptive Statistics	6	English II (1)	6
Theory of Communication and Information	6	International Relations	6
Language	6	Sociology	6
Contemporary Political and Social History	6	Writing for the Media I	6
		Image Theory	6
THIRD YEAR			
SEMESTER 1	ECTS	SEMESTER 2	ECTS
Commercial Law	6	Labour Law	6
Production and Logistics	6	Quality Management	6
Finance	6	Financial Management	6
Marketing	6	Commercial Management	6
Consumer Psychology	6	Marketing Plan	6
Writing for the Media II	6	Communication and Audiovisual Information	6
Right to Information	6	Documentation	6
FOURTH YEAR			
SEMESTER 1	ECTS	SEMESTER 2	ECTS
External practices I (ADE)	6	Practicum II (ADE)	6
Business Strategy	6	Business Innovation	6
Financial Management	6	Tax Law	6
Market Research	6	English II ⁽¹⁾	6
Corporate Communications Management	6	General Theory of Advertising	6
Contemporary Art Movements	6	Event Planning and Protocol	6
Graphic Design	6	Dissertation - Business Administration	6
FIFTH YEAR			
SEMESTER 1	ECTS	SEMESTER 2	ECTS
General Theory of Public Relations	6	Advertising Resources and Planning	6
Advertising and Public Relations Systems and Processes	6	Creativity	6
Review and Analysis of Advertising Campaigns	6	Communication Ethics	6
Practicum I (Advertising and Public Relations)	6	Advertising and Public Relations Strategies	6
Literature and Media	6	Practicum II (Advertising and Public Relations)	6
Structure and Organisation of Media Companies	6	Dissertation (Advertising and Public Relations)	6



SCHOLARSHIPS AND STUDY GRANTS



For the Specific Academic Plan students must take the optional courses included in it.

(1) English II can be taken, at the student's preference, in the 2nd semester of the Second or Fourth Year.

Prospectus published in May 2018. The content of these programmes may be subject to variations depending on specific legislative changes and their implementation. It will also be subject to internal organisation requirements.